

→ I would now like to show you the Youth Smoking Prevention Advertising that we have developed. — RUN ADS

WE HAVE CONDUCTED RIGOROUS QUANTITATIVE TESTING ON THESE ~~YOUTH SMOKING COMMERCE~~ YOUTH SMOKING PREVENTION EXECUTIONS ~~TO DETERMINE THE EFFECTS OF~~ IF A NO SMOKING MESS

TO DETERMINE ~~THE EFFECTS OF~~ WHAT THESE COMMERCIALS WERE SAYING TO ^{KIDS} ~~CHILDREN~~. 98% OR MORE OF THE ~~THE~~ KIDS AGE 10-14 WHEN ASKED "What are the creators of this commercial trying to tell you?", responded Don't Smoke. ~~or Not To Smoke.~~ In addition as the chart indicates their parents also felt that Philip Morris USA these executions would help convince their children not to smoke.

→ While these particular ^{Ads} ~~executions~~ ARE NOT MEANT FOR PARENTS, WE VALUE THE ROLE THEY PLAY IN ~~THEIR~~ ~~KIDS~~ ^{RA} THEIR KIDS' LIVES. ~~The parents~~ As this chart indicates, parents also felt that these executions would help convince their children not to smoke.

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→ These Ads ~~started~~ ^{are} Running ~~on~~ ^{IN} Dec ~~2001~~ ^{on} ~~on~~ ^{on} NARCAST T.V. including Fox Turner ON ABC, Fox, Turner And A variety of other cable channels